



**Nearly two out of every
three additional cigarette sales you made
last year were Philip Morris brands**

In 1974, Philip Morris' total gain was almost twice that of the rest of the industry combined.

Growth like this means extra sales and profits for every tobacco distributor who keeps Philip Morris brands in stock all the time. That way, you can move them fast to retailers who are selling almost five million

additional cigs every month.

Check your standing order. Make sure it's up to date with our growth.

Here's the score* for '74:

Gains in Domestic Cigarette Consumption Over 1973
Total Industry = 17.45 billion
Philip Morris USA = 11.32 billion
Rest of Industry = 6.13 billion

*Source: National Retailer, October, 1974



The Profit Makers come from **Philip Morris USA**



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